

PEAK PLAYBOOK

Pre-Approved Language

Pre-approved language for student outreach is broken down into the three timeframes from the peak playbook.

Early bird language (group A)

Text message A

We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes! Bookmark this site for later. This is where you'll choose how to get your funds when they're available.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Email A

Subject line: Your money. Your way.

Dear students,

We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes! Bookmark this site for later. This is where you'll choose how to get your funds when they're available.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Misc. channels A (website, mobile app, newsletter, newspaper, etc.)

We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes! Bookmark this site for later. This is where you'll choose how to get your funds when they're available.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Funds available language (group B)

Text message B

Do we owe you money from financial aid refunds, loans, grants, or dropped classes? Get started today to ensure the timely delivery of your funds.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Email B

Subject line: Let us know how you want your funds!

Dear students,

Do we owe you money from financial aid refunds, loans, grants, or dropped classes? Get started today to ensure the timely delivery of your funds.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Misc. channels B (website, mobile app, newsletter, newspaper, etc.)

Do we owe you money from financial aid refunds, loans, grants, or dropped classes? Get started today to ensure the timely delivery of your funds.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Last call language (group C)

Text message C

Don't wait! Let us know how you want to get your funds. We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Email C

Subject line: Make a refund selection today!

Dear students,

Don't wait! Let us know how you want to get your funds. We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes.

<https://www.refundselection.com/refundselection/#/welcome/continue>

Misc. channels C (website, mobile app, newsletter, newspaper, etc.)

Don't wait! Let us know how you want to get your funds. We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes.

<https://www.refundselection.com/refundselection/#/welcome/continue>